PARLIAMENT 1997
OFFENSIVE DM MAY BB: NYLON BEACH BAG
PROJ CODE: K36

DESCRIPTION	CIRC	EST. REDMP	UNIT COST	TOTAL COST	UNITS MOVED
139,000 PIECES	139,000		$1.44	$200,000	
$1.00 OFF 1 PK	139,000	17%	$1.12	$26,466	472,600
$1.50 OFF 2 PKS/CTN	139,000	15%	$1.62	$33,777	2,835,600
BOUNCEBACK	7,200		4.61		
INCENTIVE ITEM TBD - 30 UPC'S	~~5,560~~	4.00%	$6.00	$33,360	2,446,400
FULFILLMENT ($3.64 CRI - $3.50 CNSMR COST)			$1.00	$5,560	
INCHCAPE TESTING				$1,700	

TOTAL PROGRAM COSTS	**$300,863**
PROGRAM BUDGET	**$300,000**
FAV/(UNFAV)	**($863)**
UNITS MOVED	**5,754,600**
CPM	**$52.13**

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Source: https://www.industrydocuments.ucsf.edu/docs/ltcm0004